9 September 2026

BSP and PNG Chiefs reach landmark NRL sponsorship deal

BSP Financial Group (BSP) and the PNG Chiefs are pleased to announce a landmark sponsorship agreement – the largest club sponsorship in NRL history – that sees BSP become the Principal Foundation Partner of the Club through to at least the end of the 2030 NRL season.

After a thorough partnership process, the record-breaking agreement will see BSP welcomed on board immediately as Principal Foundation Partner, with support provided during a foundation period and pre-NRL year before the PNG Chiefs begin their inaugural NRL Telstra Premiership season in 2028.

The Principal Foundation Partnership was announced today at Santos Stadium in Port Moresby by PNG Chiefs CEO Lorna McPherson, BSP Chairman Robert Bradshaw and BSP Group Chief Executive Officer Mark Robinson.

As Principal Foundation Partner, BSP's iconic brand will feature on the front of the PNG Chiefs jersey, with prominent logo placement also to be incorporated across other major training and merchandise apparel.

This will also include prominent exposure and support for the Club's fan engagement program, while the front-of-jersey position will be supplemented by a comprehensive partnership including signage, hospitality and executive access, academy and pathway programs, community initiatives, and match day activations. BSP will also become the official banking and financial services partner of the PNG Chiefs.

As the official Membership Partner of the Club, BSP will play an important role in how the Club connects with and delivers value to members across Papua New Guinea.

PNG Chiefs CEO Lorna McPherson said BSP's long-term commitment was a significant moment for both the Club and Papua New Guinea as a whole.

"This is a landmark partnership for the PNG Chiefs and Papua New Guinea and, as a club, we couldn't be prouder to welcome BSP on board," she said.

"BSP is an organisation that is part of the fabric of our country and community and recognises the scale of opportunity that exists with the PNG Chiefs.

"To have this level of commitment to our Club – including this period leading into our first game in 2028 – shows BSP's belief in what we are building, and the way we will create opportunities for Papua New Guineans for generations to come.

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"Having BSP on the front of our jersey and involved in so many other parts of the Club shows that the significance of the PNG Chiefs goes beyond commercial value. On behalf of everyone at the PNG Chiefs, I'd like to officially welcome BSP Chairman Robert Bradshaw, BSP Group Chief Executive Officer Mark Robinson and the entire organisation to our PNG Chiefs family."

BSP Chairman Robert Bradshaw said: "BSP is incredibly proud to play a leadership role in supporting the PNG Chiefs through this historic partnership. It is highly symbolic that BSP, a PNG-headquartered and majority PNG-owned company, is backing the nation's NRL team.

"Rugby league unites Papua New Guinea like nothing else. We want to be an active part of the PNG Chiefs' nation-building project in PNG and in raising the visibility of Rugby League across the South Pacific.

"In joining the PNG Chiefs' family, I acknowledge the PNG Government led by Prime Minister Hon. James Marape, the Australian Government, Peter V'Landys and the entire NRL, and the PNG Chiefs led by Catherine Harris and Lorna McPherson for their vision in bringing this exciting project to life."

BSP Group Chief Executive Officer Mark Robinson added: "Our aim is to be more than a sponsor for the PNG Chiefs. This is a partnership with purpose.

"This agreement sees BSP become a partner on match day, a partner in engaging the new army of Chiefs fans and an active partner in the community. This includes working with the Chiefs to lift financial literacy throughout PNG."

BSP is the South Pacific's international bank, headquartered in Papua New Guinea and listed on the PNGX and ASX, with 85 branches and over 300 local agents throughout PNG and a further 40 branches in Fiji, Solomon Islands, Vanuatu, Samoa, Tonga and Cook Islands, serving over 2.5 million customers.

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This announcement was authorised for release by BSP Financial Group Limited's Disclosure Committee.

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